

Ask Preference For Industry

Famous Sues Oscar Hanson

Mid-Ontario Theatres Limited has issued a writ against Oscar R. Hanson for damages for breach of contract, etc. This company was formerly known as Hanson Theatres Limited, and is a wholly owned subsidiary of Famous Players Canadian Corporation, Limited.

The following is the endorsement—
(Continued on Page 3)

Get \$7,000 at One War Show

When it comes to getting the most out of a single theatre for a war cause, you've got to hand it to Windsor, Ontario. The border city joins its showmen enthusiastically in their endeavours to serve this or that fund with publicity and general participation.

Last Sunday night, for instance,
(Continued on Page 3)

It Didn't Matter Any More

Over on Queen street, Ben Ulster's Broadway Theatre is a few doors from the Casino, a burlesque house. Starring in "Swamp Woman" at the Broadway is Ann Corio, who used to come through regularly at the Casino as a stripper. All week her ex-colleagues of the kickshows kept dropping in to the Broadway to gander Corio.

"One night during the week Ulster dropped into the Casino while comedian Bobby Morris was playing a bit.

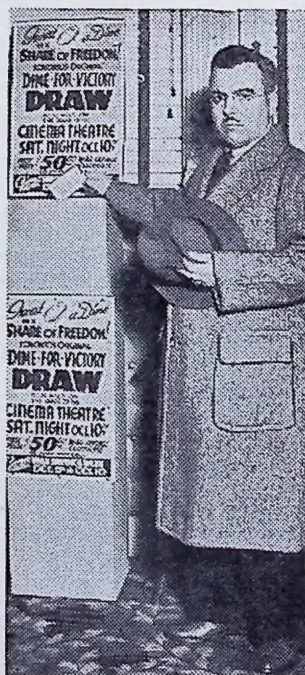
"You shall die!" hollered the straightman.

"So what?" said Morris indifferently. "I've seen everything. I just saw Ann Corio in 'Swamp Woman!'"

Movies 'Essential' Everywhere But Canada, Says Quebec Allied

The growing demand that the Canadian motion picture industry receive some kind of special preference instead of being ranked completely as a non-essential industry by Ottawa was given forthright expression by the Quebec Allied

Dimes for Victory



This gentleman, one of the Imperial Bank's Toronto branch managers, is just one of the thousands who have dropped a dime in an envelope into the ballot box at the Cinema Theatre, Toronto. Manager Harold King is conducting a "Dimes for Victory" week and all the dimes gathered in the various boxes in the district will be awarded in War Savings Stamps to winners of the lucky draw. Twentieth Century Theatres is paying all expenses involved in the conduct of the plan.

Theatrical Industries in a resolution passed at its annual meeting in Montreal and forwarded to the government.

Exhibitors everywhere in Canada have been worried about the future and puzzled by the attitude of the government, considering the absolute reliance it places upon the theatres in a dozen matters relating to the war effort. Exhibitors have watched their staffs dwindle and their machines and equipment wear without any idea of what can be done

(Continued on Page 2)

Barron to Hollywood

Win Barron, Paramount's Canadian publicity chief, has gone to Hollywood for an indefinite stay. Business not divulged.

Falk Heads No. 2 V-Loan Group

The Canadian motion picture trade press has carried reports on the co-operation to be given by this industry to the Committee of the Minister of Finance, known as the National War Finance Committee, in its campaign for the forthcoming third Victory Loan,

(Continued on Page 2)

Honor Cowie & Book

The staff of the Centre Theatre, London, threw a party for Reg Book and Joe Cowie. Cowie is leaving to join the navy and Book, assistant manager, goes to the Community, Welland, as manager.

The staffs of the other theatres all came to the farewell.

Feinberg to Windsor

Milton Feinberg has become assistant-manager of the Vanity, Windsor, under Bob Brown.

Out of the Blitz

We wouldn't be at all surprised if the paper inked with words about movies and morale could wrap up the rotating sphere we live and fight on. But all of it couldn't say more than one letter on the subject from blitzed Britain.

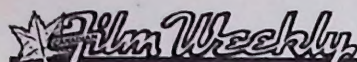
Bob Brown, manager of the Vanity Theatre, Windsor, Ontario, spotted the letter in Screen Guide and, calling it to our attention, wrote: "I was favourably impressed by this letter, not so much in the manner which Hollywood is producing pictures as the way British exhibitors are carrying on."

Screen Guide presented the letter under the title, "A Letter from HELL to Hollywood," and a note from its editors, headed by "Films Become Bomb Shelters for Fighting Spirit," went on to describe it as "the moving appeal to the spirit of a simple statement by a common man of the part motion pictures played in the lives of our Allies abroad."

The letter, written by Leslie Wood, Berks, England, a member of the Home Guard, Royal Berkshire Regiment, and addressed to Screen Guide in Hollywood, is printed on the next page.

**TWO GROUPS FROM ESQUIRE
FOR 1942-43 SEASON**

Esquire Films is offering two great groups of pictures, the best of the combined British studios. (See page 2 for more details.) Be smart—book early. This season's lineup is the best yet.



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H.Y.E. BOSSIN, Managing Editor

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A Letter From Hell

Dear Screen Guide,

It's a long way from this neck of the woods to Hollywood, Calif., but now we're all in this war together I thought it wouldn't be out of place for a London Cockney to send you a thank-you note—not just you but the whole motion picture industry—for what you did for us in the blitz.

Perhaps you don't know you did anything. Well, at the outbreak of the war all the movie houses were shut. It was dismal, and everybody got browned off at having nowhere to go. A few weeks later the Government lifted the ban. I was the first man in the first movie to re-open. You should have seen the smiles, the good wishes for the manager and his missus, the gusto the organist put into playing us all back in again with "The Lambeth Walk."

Since then we've been through a lot—the Jerries bashed us half but not quite all the way to hell, yet we still went to the movies. Abbott and Costello kept us laughing. Rita Hayworth, Hedy Lamarr, Ann Sheridan and Veronica Lake kept us reminded oomph was better than crumph. And this wasn't just plain movie-going. Crumph, crumph from guns and bombs was our daily and nightly commentary, as it still is at Dover, Hull and a dozen other places. Every morning when we got to the shop or office we'd learn another stalwart neighbourhood movie house had been crushed to rubble by a bomb, victim of Nazi "kultur." Maybe half its audience was in the hospital or the morgue, yet, just so long as you sent us pictures—and that was all the time—we were there to see them. Or maybe we'd meet a chap who'd been to see "Jesse James, The Bandit" the night before only to arrive home and find "Goering the Gasbag" had kindly smoothed it down level with the pavement for him.

Yes, the movies were and are good friends in this war. Under every cinema screen there are two flashers. One says "Alert!" in red and the other "All Clear" in green. So what? So nobody takes any notice of them. I have sat in the Regal, Marble Arch, while the gunfire from the guns in the Park rocked the theatre on its foundations, yet the audience went on laughing at a West Point comedy. I've also taken a duck under the seat when the glass started falling off the lights in a Picadilly picture house the afternoon Jerry bombed Buckingham Palace. But what the heck, the show went on and soon Deanna Durbin's voice, unforgettably lovely, made the rumble of bombs and guns less frightening and soon forgotten. So the movies went on and kept us sane.

Here's thanking you, Screen Guide—we receive copies from friends in Canada when Jerry doesn't send them to the bottom—for bringing us news of the new movies and a great big hand for the industry which did so much to keep us "thumbs up" during our darkest hour.

Yours truly

LESLIE WOOD

(Home Guard: Royal Berkshire Regiment)

Another thing: In the praise that has poured out to all sections of the motion picture industry the fan magazines have been forgotten. Their great number is a tribute to their popularity. Screen magazines such as Screen Guide are doing much to provide relaxing reading for their vast public and directing it to follow the industry and support its war effort. Their part should be acknowledged.

These days, when stars are joining the services, it will be necessary to keep alive the popularity of those who remain and to help build new ones. For these purposes the fan magazines are doing a great job for the industry. It remains for exhibitors to support the fan magazines by giving regular playing dates to those stars, such as, for instance, George Formby, who will continue to appear on the screen.

Industry Should Be 'Essential'

(Continued from Page 1)

when the limit is reached. At the same time the government comes to them to assist in stamp, bond and salvage drives, as well as requiring running time for government shorts.

All this has been done cheerfully but why the government doesn't give some word that will indicate that this avenue of expression and service will be kept open escapes them.

The major allied nations have given every consideration to the motion picture industry, both in production and exhibition, despite the hardships of bombing and invasion. Washington has just made its first exemptions of film workers—certain types of newsreel employees—and has encouraged others to stay on the job. Ottawa gives priority to the National Film Board for the making of shorts relating to the war but seems to have forgotten about guaranteeing the future of the movie house, without which NFB expenditures mean nothing.

The Quebec group addressed the following resolution to the government:

WHEREAS the Moving Picture Industry has been and is considered and classified by all United Nations: Britain, United States and Russia, as essential to the pursuit and to the success of the war; and

WHEREAS our country, Canada, is the only exception to this rule; and

WHEREAS this Industry has been aiding through the screen in Canada the Department of Finance, National Defence, Propaganda, Information and all government agencies to help the good morale of the population and to enlighten them as to their duty; and

WHEREAS the order-in-council P.C. 2250 dated March 21st classifying the moving picture industry as non-essential prevents and hinders the operation of theatres; and

WHEREAS with the increased demands on labor and materials for war purposes the theatres will finally be forced to close down and thus end our war effort in keeping up the morale of the public as well as fulfilling the services that the Government is expecting from us; be it

RESOLVED that the members of Quebec Allied Theatrical Industries request the Honorable Minister of Labor to modify the present classification of the theatres and to include them on the list of essential industries.

Falk Heads No. 2 V-Loan Group

(Continued from Page 1)

and in its future activities. These reports have been incomplete.

There are two national advisors for the motion picture industry acting with the National War Finance Committee, namely, J. J. Fitzgibbons, president, Famous Players-Canadian Corporation and chairman of Canadian Motion Picture War Services Committee, as well as Henry Falk, president of National Council of Independent Exhibitors of Canada.

Thus far, only the program and activities of Mr. Fitzgibbons' group have been reported and discussed. In order to get complete coverage it was seen fit to set up another group of provincial advisors from Independent exhibitor organizations across the country. Mr. Falk has now appointed the following to act as advisors to the Provincial National War Finance Committee in geographic centers.

The Independent provincial advisors are: H. G. Stevenson, Edson, Alta.; R. McTavish, Vancouver, B.C.; H. Shulman, Winnipeg, Man.; Arthur A. Fielding, St. John, N.B.; A. J. Mason, Springhill, N.S.; B. E. Laxer, Toronto, Ont.; L. K. Jones, Verdun, Que.; Eug. Beaulac, Montreal, Que.; W. T. Mahon, Prince Albert, Sask.

Mr. Falk has stated to this publication that his separate set-up might have been obviated had Mr. Fitzgibbons and his organization seen fit to include the accredited Independent representatives in the existing working Committee already established by Mr. Fitzgibbons.

(Editor's Note: The above report has been printed as issued.)

Esquire Offers Two Groups

Esquire Films has two strong groups of films ready for the 1942-43 season, one of 14 and the other 20, among which are a number of long-awaited films of proven boxoffice power.

The group of 20 is headed by George Formby, one of the best gross boosters in the Dominion. Other films are "We Dive at Dawn," "Uncensored," "Big Blockade," "Jeannie" and "Cottage to Let."

The Anglo-American group is headed by "Mr. V," "One of Our Aircraft is Missing," "Salute John Citizen" and others. "Aircraft" and "Citizen" have already been hailed by critics as top jobs.

A number of these have the added power of famed directors and writers, as well as definite name value.

Famous Sues Oscar Hanson

(Continued from Page 1)

ment of the claim contained in the Writ of Summons:—"The plaintiff's claim is for damages for breach of contract of employment as General Manager of the plaintiff Company; for damages for breach of duty owing by the Defendant to the Plaintiff, and for breach of trust committed while the Defendant was President and General Manager, and a Director of the Plaintiff Company."

Hanson has long been prominent on the Canadian film scene. When N. L. Nathanson separated himself from Famous Players Canadian Corporation June, 1941, Hanson went along with him. In October, after an 11-year association, he left Nathanson. Prior to his resignation Hanson was associated with Empire-Universal, Esquire Films, Associated Theatres, Sovereign Films and Sterling Films. He was president of Empire-Universal Films.

Two weeks ago Hanson, in partnership with Arthur A. Lee of New York, acquired Monogram Pictures of Canada, Ltd., a company which had remained inactive while Regal distributed Monogram in Canada. The franchise came with the company, Regal having handled Monogram here under an arrangement. The first exchange chartered by Hanson was Pioneer Films. He carries on Hanson's 16mm. Movies, which handles Paramount's 16mm. films in Canada, and Foto Nite.

The writ issued against Hanson follows those issued previously against N. L. Nathanson, Paul Nathanson, Clarence M. Robson and Odeon Theatres of Canada, Ltd. by Famous Players Canadian Corporation. The largest Canadian circuit wants unstated damages, the return of theatre properties allegedly acquired by Nathanson while he was president of Famous Players, and an accounting of receipts and expenditures for the theatres in dispute.

Vichy Thumbs Out American Movies

Vichy has set up an information bureau which will distribute all films, including American ones. The preference of Laval's prisoners for American film fare is apparently something to be watched. It is understood that an order will be issued stopping new American films from entering. The old ones will have to be deposited with the government.

Newsreel men have been ordered to discontinue work.



That's Gratitude

When it comes to being nice to folks, there's nobody nicer than the theatre manager. When it comes to theatre managers there's nobody nicer than roly-poly Walt Helm of the Avon, Stratford.

Walt is just a homey feller, a simple soul with no side—and I don't mean his figure, either. He reminds me of another simple soul famed for his down-to-earthiness, the late Walt Mason. Mason used to write jangling jingles for the daily press. Remember him? He was built like Walt Helm and his pal, Irvin S. Cobb, once wrote that Mason looked like the kind of feller who took his shoes off at the end of the day to the accompaniment of squeals of joy. And he was an Ontario boy.

But about Walt Helm. He also gives expression to the humor of everyday life. While being guest speaker at the Stratford Rotary luncheon he told a good story on himself.

It was raining the traditional canines and felines in Stratford one night last week. Walt wanted no colds among the patrons so he donned a raincoat, got an umbrella and met the folks as they emerged from their cars, protecting them from the rain until they reached the marquee.

From one car emerged a mother and daughter. Walt helped them both and was awaiting new arrivals when he heard the older woman speak to her daughter.

"That man with the umbrella is stupid, isn't he?" were her words. "He'll never make any money doing that, but probably the manager will let him in to see the show free!"

Walt only smiled. You can't embitter him. He's too nice a feller.

Our Host Hanson

Oscar Hanson's offices are getting to be the cabaret of Dundas Square. It wasn't so long ago that he celebrated the opening of Pioneer Films with a bangup party. So when he got Monogram he did the place over and threw another grand time. The Hanson offices are sure the nicest of their kind. They contain a beautiful screening room, too.

Anyway, the folks kept streaming in all afternoon to wish the Monogram bunch luck. Paul Nathanson, Nat Taylor, Gordon Lightstone, Herb Allen, Johnny Cohn, Raoul Auerbach, Rube Bolstad and everybody who is anybody rubbed shoulders, sipped, supped and gabbed.

Harry Kaufman made sure everyone got everything his heart desired and Oscar Hanson's chuckle rode over the laughter and babble.

Some sent flowers, others shook Hanson's hand, but all the boys and girls went out of their way to wish him luck with his new venture.

So Go Know!

Young Freddy Fink of Premier's advertising was a victim of the horsing around reserved for juniors who ask questions. He noticed "House Sold" among the pictures scheduled for playdates and asked what company made it.

Jack Melzer kept a straight face, professed ignorance and sent him to the boys in Columbia, who kept him going from one to the other. Eventually he got to Abe Fox, the head booker.

"I don't know," answered Abe. And he started phoning to find out. And meant it.

Changeovers

Two new additions to the National Film Board are Ralph Foster, who went to the Ministry of Information from the Toronto Daily Star before joining the NFB; and Jeff Hurley, ex-British United Press writer and crack radio scripter. Jeff is being handled for Hollywood by the William Morris Agency . . . I had a look at Johnny Cohn's "Movie Quiz" the other morning and it looks like a sure audience teaser . . . Ken Sobel's "Movie Preview Time," which presents reviews through people from all walks of life, has outlets in the biggest Canadian cities and is sponsored by Gruen watch. But, with the exception of a couple of press agents, the rest have been mighty slow about hopping on the bandwagon. Don't they want publicity?

Get \$7,000 at One War Show

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the Palace Theatre, which is managed by Cem Merritt, staged an all-star show which netted well over \$7,000 for the benefit of the Essex Scottish Regiment. Such famous stars as Joe E. Brown, John Boles, Sammy Kaye's orchestra, Benny Rubin, as well as other popular players, all trekked from Detroit, where they were playing, to serve.

Both Joe E. Brown and Benny Rubin are entitled to special comment. Brown was sick and had to have medical attention before he went on but his good humor stayed right with him. "I wanted to come over," he told the crowd, "just to show you that I'm not as homely as you thought I was. Or am I?"

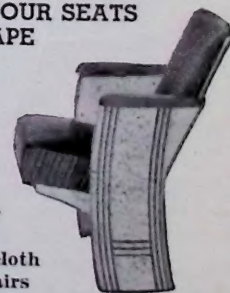
Just before Benny Rubin came over he learned of the death of his brother. But he kept his word.

During the show the Miss Canada girls of the National War Finance Committee of Windsor sold savings stamps.

Cem Merritt sparked everything, working at top speed for six weeks before the show took place. He enlisted the aid of the stars, Detroit showmen and the Michigan Theatre Orchestra. The Palace theatre personnel worked without pay, the Windsor Daily Star gave endless space to the event and Lieut. Sainsbury of the Essex Scottish took care of the transportation problems.

It was the B'nai B'rith who sponsored the show and Simon Meretsky handled things from its end. It shows what can be done about making the most of available talent and facilities.

KEEP YOUR SEATS IN SHAPE



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Quality
Leathercloth
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Write for Free Sample Booklet
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CANADIAN THEATRE
CHAIR CO.

277 Victoria St., Toronto, Ont.

Digest of Reviews

FOREST RANGERS (Paramount)

A beautiful Technicolor film that makes the most of the colors of forest and flame. It's about a girl who runs a lumber mill and a firebug. There's some music to support the great cast. Fred McMurray, Paulette Goddard, Susan Hayward, Albert Dekker, Lynne Overman, Eugene Pallette and Regis Toomey.

ORCHESTRA WIVES (20th Century-Fox)

Surefire for the jitterbugs and the lovers of swing. All about the troubles of an orchestra. Glenn Miller and his boys are the draw here. Good names make it strong—George Montgomery, Ann Rutherford, Cesar Romero, Lynn Bari, Carole Landis and a host of others.

MY SISTER EILEEN (Columbia)

One of the season's crack comedies. It's escapist. Rosalind Russell, Janet Blair, George Tobias and Brian Aherne play well in the course of this wacky comedy of Greenwich Village life.

MOVIE QUIZ (Johnny Cohn)

Here's a new idea in audience participation that's interwoven perfectly with the screen fare. Each member of the audience gets a perforated tab and questions are picturized on the screen. The watcher tears off the piece that he thinks will give the right answer. Each answer gives points and the winner gets war bonds.

The contest idea is great stuff because most people guess out loud watching the current reels. Added to that the scenes are interesting, scenic and informative. Movie Quiz would make a good stab of standing up as a short without the added pull of the contest. Grant Withers is the master of ceremonies.

THEY RAID BY NIGHT (PRC)

The Commandos, boys. This presentation of their work has plenty of thrills and some good names. Lyle Talbot, June Duprez and Victor Varconi should draw the district fans, who won't be disappointed.

United Artists Holds Selznick to Contract

United Artists will insist on the benefit of David O. Selznick's talent, no matter what his intentions are. UA holds a contract with Selznick for 10 pictures. He may withdraw after making five or complete 10 and become a stockholder in the company. That's what Grad Sears, UA's distribution chief told the convention.

Selznick is reported to have sold out to Paramount, with the idea of leaving picture business for the duration.

MGM Many Sorts

MGM established a company record when it released 16 shorts in October.

EXHIBITORS BOOKING ASSOCIATION

A thoroughly reliable, tried and proven buying and booking service for Independent Theatre Owners.

21 DUNDAS SQUARE
Toronto

Phone: Adelaide 4316

Frank Meyers, Manager

Lillian Gish Gives Canadian Prayer

Lillian Gish, who is appearing in Columbia's "The Commandos Strike at Dawn," a film with Canadian background, recited the prayer our Commandos listened to before the Dieppe raid as her part in a Madison Square Gardens benefit.

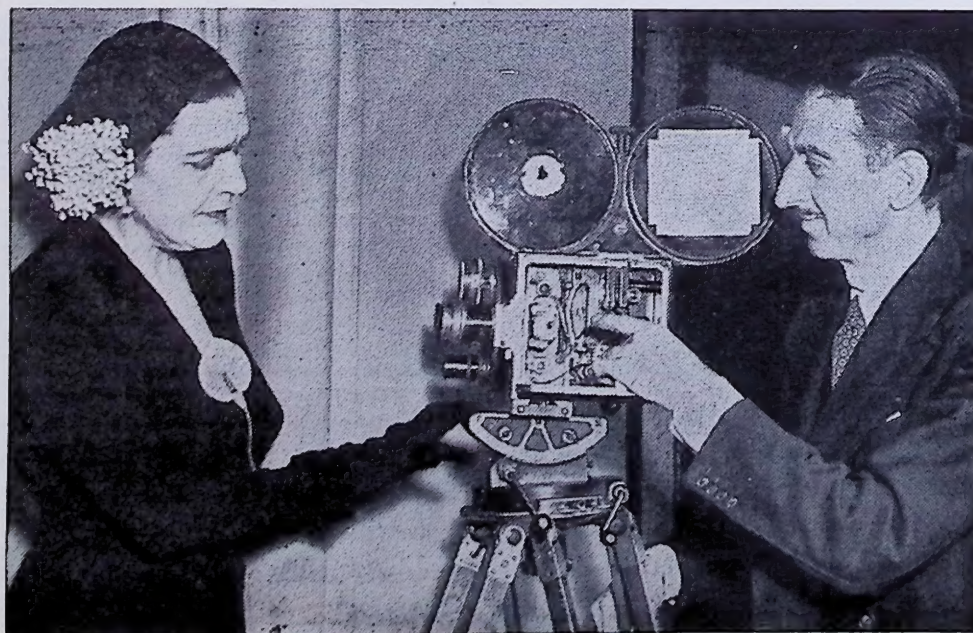
The prayer, from the bible, was spoken by an Army chaplain before the boys left to attack. It will be heard from the screen in the picture.

Fox's 'Coney Island'

Twentieth Century-Fox is making another Gay 90s musical called "Coney Island." Dozens of old-time characters and tunes.

FANNY HURST

Famed writer of "Back Street" and other stories which became films. She visited Toronto recently to speak for a charity drive.



ROY TASH

Well-known Associated Screen News cameraman who has done some great work. Right now he's one of the cameramen working on Universal's "Corvettes in Action."

Disappointed at No. A-398-Quebec

Revivals in New York

Arise My Love—1940 farce comedy; Colbert, R. Milland.

Beachcomber, The—1938 drama of the Dutch East Indies; C. Laugh-ton, E. Lanchester.

Blockade—1938 Spanish war melo-drama; H. Fonda, M. Carroll.

Cat and the Canary—1939 comedy-mystery; B. Hope, P. Goddard.

Crime and Punishment—1936 psychological melodrama; Peter Lorre.

Farewell to Arms—1932 revival of Hemingway's famous story; G. Cooper, H. Hayes.

Foreign Correspondent—1940 melodrama; J. McCrea, A. Basserman.

General Died at Dawn—1936. Ex-citing melodrama in China; G. Cooper, M. Carroll.

Ghost Breakers—1940 comedy; B. Hope, P. Goddard.

Great Victor Herbert—1939 musical; W. Connolly, M. Martin, A. Jones.

Gunga Din—1939 melodrama of British India; D. Fairbanks, Jr., V. McLaglen, C. Grant.

Hearts of the World—1918 drama; L. and D. Gish, N. Coward.

His Girl Friday—1940 comedy; C. Grant, R. Russell.

Intermezzo—1939 drama; L. How-ard, I. Bergman.

Letter, The—1940 drama; B. Da-vis, H. Marshall, J. Stephenson.

Meet John Doe—1941 drama; G. Cooper, B. Stanwyck.

Northwest Passage—1940 techni-color adventure tale; S. Tracy, Robt. Young, W. Brennan.

Only Angels Have Wings—1939 aviation melodrama. C. Grant, J. Arthur.

Our Town—1940 drama from Wilder's play; F. Craven, M. Scott.

Philadelphia Story—1940 comedy from the B'way play; K. Hepburn, J. Stewart, C. Grant.

So Ends Our Night—1941 drama; from Remarque's novel; F. March, M. Sullivan.

Three Cornered Moon—1933 comedy; C. Colbert.

Top Hat—1935 musical; F. As-taire, G. Rogers.

Vivacious Lady—1938 romantic comedy; G. Rogers, J. Stewart.

Flower Girl

Canada's Alexis Smith has had a dahlia named after her by the USA National Association of Flower Growers. Voted her to be the girl they'd like to dig with. Who wouldn't?

Allied Theatrical Industries, Quebec, Claims Steady Rise of Film Rentals in Relation to Theatre Receipts in Past Year

In a strongly-worded resolution passed at its annual meeting in Montreal, the Quebec Allied Theatrical Industries expressed itself as being deeply disappointed at the "total indefinite and inadequate terms" contained in Order No. A-398 in respect to film rentals.

Meeting in the Mount Royal Hotel, Montreal, the Quebec body, which contains exhibitors of all classifications, listened to spokesmen for and against higher rentals, then addressed the negative resolution to the chairman of the Wartime Prices and Trade Board.

The resolution claimed that "the proof of the inefficiency of the Administration is a steady rise of the cost of film rentals in its percentage relation to theatre receipts which rise has been experienced during the past year by the overwhelming majority of our member-theatres."

The resolution in its entirety will be found at the end of this article.

Officers elected at the meeting were honorary president, B. E. Norrish; president, J. Arthur Hirsch; vice-president, George Ganetakos; treasurer, E. N. Tabah; secretary, Eugene Beaulac. The executive committee, headed by J. Arthur Hirsch, consists of George Ganetakos, J. A. De Seve, N. W. Lawand, William Lester, B. C. Salamis, T. H. Trow and B. A. Garson.

Elected directors of the association were A. Adlmen, Albert Bey, C. H. Brock, Leo Choquette, J. A. De Seve, George Ganetakos, Edouard Gauthier, J. A. Hirsch, William Lester, B. A. Garson, N. W. Lawand, E. N. Tabah, T. H. Trow, George Rotsky, B. C. Salamis and Eugene Beaulac.

Following is the resolution referred to above:

WHEREAS the Theatre Owners of the Province of Quebec have repeatedly shown their eagerness to assist the war effort of their Government in every way within their power; and,

WHEREAS they have enthusiastically welcomed the Wartime Prices and Trade Board Regulations as an important part of that effort and have completely co-operated with the Administrator of Services in respect of the ceiling of admission prices to their theatres and with all other regulations that he has imposed; and,

WHEREAS in return for this compliance they did expect that a ceiling on Motion Picture Rentals, the principal item of expense in the maintenance of their businesses, would be imposed by the

Administrator of Services; and,

WHEREAS after waiting approximately one year for a definite ruling as to the imposition of this ceiling there has now been issued an order No. A-398 "respecting the rental and exhibition of moving picture films";

BE IT NOW RESOLVED that this Association, representing the Theatre Owners of the Province, in annual meeting assembled do hereby express its deep disappointment at the total indefinite and inadequate terms contained in this order as in respect to film rentals; and be it

FURTHER RESOLVED that while the regulations as regarding theatre admissions are clear-cut and severe, those respecting film rentals only cover such minor matters as run, clearance, priority, or zone allotment, leaving the all important subject of Price Control with no definite standards and subject solely to individual cases being brought to the Administrator for decision, putting the onus on the theatre owner to so bring this action and thereby incur the condemnation of the distributors whose goodwill is a necessary adjunct of his business; and be it

FURTHER RESOLVED that the proof of the inefficiency of the Administration is a steady rise of the cost of film rentals in its percentage relation to theatre receipts which rise has been experienced during the past year by the overwhelming majority of our member-theatres; and be it lastly

RESOLVED that a copy of this resolution be forwarded to the Chairman of the Wartime Prices and Trade Board and to the Administrator of Services.

Para Prints Paper For the Services

Paramount men in the active forces will get a special paper printed for them by the studio. It's called "The Servicemen's Edition of Paramount Parade." The studio has 235 men fighting and the sheet will be paid for by the Studio Club, which has 1700 members.

Picnics, dances, etc., have been passed up for the duration and the dues go to helping the boys be more comfortable.

Indians Will Shoot Hitler

Brantford theatre managers have put on a War Savings Stamps campaign worth studying throughout the country. Highly organized and winning the complete co-operation of merchants and associations, the campaign won great interest on all sides.

For the campaign the Brantford Theatres Association was organized. Its personnel consists of the managers of Brantford's theatres—Hamilton Bowes, Brant; Ernest Moule, Capitol; Ben Schacker, College, and Harry Solman, Esquire.

A contest is being run in connection with the campaign. All buyers of stamps will get a chance to win \$25, \$15 or \$10, as well as one of the 100 consolation prizes. The prizes will be doubled if the rules laid down are followed. The draw will take place in the town square. The local War Savings Committee is backing up the scheme.

The awarding of prizes will be done in a novel way. A group of Indians from the nearby reservation, dressed in full regalia, will shoot out the lucky numbers on a large head of Hitler. The weapons will be bows and arrows and the head of Hitler will hang from the City Hall.

Forms have been distributed, posters put everywhere, ads placed in the paper and much general publicity has been gathered. The campaign lasts two-and-a-half weeks.

The idea has captured the imagination of Brantford and is worth imitating.

EDISON MAZDA
LAMPS

for

**LONGER..
BRIGHTER
LIGHT**



MADE IN
CANADA

CANADIAN GENERAL ELECTRIC



Current Releases

BOMBS OVER BURMA

Anna May Wong, Noel Madison,
Leslie Madison

MEN OF SAN QUENTIN

The "inside story" of the Big House—and a warden who dared make men out of criminals. A prison story which is realistic. Filmed inside prison walls.

J. Anthony Hughes, George Breakston, Eleanor Stewart

BILLY THE KID TRAPPED

First of a GREAT series of real Westerns

Buster Crabbe, Al (Fuzzy) St. John

Four Great English Productions

JANE STEPS OUT

Diana Churchill, Jean Mulr, Fred Emney

DANGEROUS CARGO

Robert Newton, Walter Rilla, Kim Peacock

DOMINANT SEX

Phillips Holmes, Diana Churchill, Romney Brent

BULLDOG SEES IT THROUGH

Jack Buchanan, Robert Newton

Coming

SECRETS OF A CO-ED

Producers Releasing Corporation

LIMITED

Executive Offices:

277 Victoria St., Toronto, 2, Ont.

Watch for

"THE YANKS ARE COMING"

With a great cast



Contributions to this column will be greatly appreciated from any member of the motion picture industry, from coast to coast, whether he has chain affiliations or is strictly independent.

Address all letters to "What Did You Do?" c/o Film Weekly, 21 Dundas Sq., Toronto, Ont.

HOW many brides can a man get without being a bigamist?

Dozens—if your name is Leo Coyle. Leo is the manager of the Granada, St. Catharines. He's running "They All Kissed the Bride." So he invited all who became brides in August and September to see the show free.

Leo is also running an October Harvest Festival and got in touch with the postmaster about getting cards around. The postmaster was co-operative. He should reap a harvest because of his general campaign.

Brides mean heir-male and postmasters mean air-mail. But they also mean patronage for the theatre.

WHEN the screen gives off hot licks there's many a youngster with a jingle in his pocket and a jangle in his feet who'll be glad to bring both to the theatre.

Bob Berezin of the Marks, Oshawa, knows that. So when playing "Sleepytime Gal" he went after the jitterbugs in their lair. He placed a 20x60 in a dancehall in such a way that none could miss it. The management was nice enough to tell the J-B's about it and also passed on the playdate.

A loudspeaker on the roof of the theatre stopped folks with the arresting quality of Judy's voice. They didn't surrender to the siren call right away but plenty of them made a mental note to investigate that night.

LES VICARY of the Opera House, Orillia, and Paul Frost of the Park, Sarnia, laid the rustic effect on thick while plugging the October Festival idea. The boys are located in towns where the folks understand those things.

Les trimmed everything with corn stalks, Montana Ash limbs, berries and maple leaves. He dressed the loges with sheaves of wheat. The non-sync teased the folks with barn dance tunes.

Paul spread sheaves of wheat around the lobby, with titles peeping out.

HERE'S some more kissing of the bride. Doug Patterson, that nice feller who guides the Regent, Creighton Mines, was running "They All Kissed the Bride" and he erected a kissing booth in the lobby. A sign said: "Thirty seconds allowed to each couple, so that they will not disturb their neighbours after entering the theatre."

Doug Cupid, we call him.

AL PERLEY of the Midtown, Toronto, turned medico the other day and we hope he doesn't go to jail for practising medicine without a licence.

He scattered small envelopes with "Magic Pills" around town. The outside read, "Little pills for all your ills." They were certain, it said, "to cure melancholia, change the blues to rosier hues, and cause you to laugh and enjoy life."

Inside was a candy and a card reading, "Dissolve pill in one glass of water, allow to stand for two-and-one-half hours, during which time visit the Midtown. When you return throw the pill away. You won't need it."

Cute, eh?

STUART SMART, Capitol, Port Hope, announced that any two boys or men, one of whom was named Charlie, and the other, who came to the theatre dressed as a woman, would be admitted free to see "Charlie's Aunt."

BOB BEREZIN, Marks, Oshawa, had the Sea Cadets parade down the main street with the drum and bugle band. Some of the cadets carried banners reading "We're on our way to the Marks Theatre to see—." This stopped the public and helped business considerably.

PRC Grows

Producers Releasing Corporation is trying to buy the old Talisman Studios in Hollywood as part of its expansion program. The company has grown right along since the infusion of duPont money. Duponts own Pathe.

PRC has booked pictures into many big circuits this year.

Training Films Come in Handy

A selection of the latest training films was shown to officers at National Defense and Air Force Headquarters with a view to obtaining their comments on the use of the films and on ideas for others.

Most of the movies were British productions, but a Canadian-made feature was "Winter Training," designed to assist in training troops in winter operations.

The films were shown as typical of the modern training film which is entertaining as well as instructive and frequently conveys its message by means of drama.

"Security," a British production, conveyed a lesson in silence. It was packed with exciting escapes of German spies as they attempted to and eventually did find out in advance about a British attack on a German submarine base. The film showed how chance remarks by soldiers, conversations with girl friends, gave the enemy a series of bits of information which enabled him to prepare for the attack which succeeded, but at great cost.

"Unarmed Combat," another British film, showed ways of disposing of an armed sentry silently, showed how to break holds, how to tie a man up, and then showed the use of these tricks in a commando raid on a German headquarters in France.

Precautions against "Booby Traps" formed the subject of another which showed the right way of searching a house recently occupied by the enemy for hidden explosives. It told the troops to go on searching after finding one bomb as there might be more and ended with the grim warning:

"You can only make one mistake."

J. W. Farr Keeps 'Em Singing and Buying

J. W. Farr, the lively manager of the Rivoli, North Sydney, Nova Scotia, believes that music hath charms that encourage bond buying. He has distributed handbills with a parody to the tune of "Bless Them All," which is from "Captains of the Clouds." Here's the chorus:

Buy a bond, buy a bond
To Canada's call we respond
We won't buy the things we can well do without
In the mind of old Hitler we'll not leave a doubt
That we're backing the boys 'cross the pond
Till Victory's bright morning has dawned
Let's make a commotion this side of the ocean
So come one and all, buy a bond.

Snips and Snaps . . .

Amerine & Gal



John Payne and Sonja Henie in 20th Century-Fox's musical, "Iceland."



Commandos



Lyle Talbot as a British Commando in PRC's "They Raid By Night."



By TAP KEYES

Mary Martin is ill with appendicitis. She was just about ready to work on Paramount's "Calgary Stampede" when she fell ill. . . . Ida Lupino will sing and dance for the first time in "Thank Your Lucky Stars." . . . When Molly of Fibber McGee and Molly had to learn some jitterbug steps for "Here We Go Again" it was her 18-year-old son who taught them to her. . . . Did you ever read Dawn Powell's "A Time to Be Born?" They're making a picture about it. . . . The same goes for Phil Stong's new book, "One Destiny." . . . The varied type of beauty presented by Esquire magazine will be shown in a new film named "Du Barry Was a Lady."

Do the movies have an overdose of osculation? In Tulsa, Oklahoma, one M. P. Harrison, coming out of a 10-year blindness, complained that the motion pictures had too much kissing. Be patient, sir, the restriction on film has shortened celluloid smacking. . . . Norma Shearer, the Canadian star, holds \$400,000 worth of American war bonds. There was the time when Norma flew into New York for a day and had to turn down the request that she appear at a Canadian bond rally. Somebody started the story that she just didn't care and it hurt her deeply. Later Laura Elston told the true story over the air and got a letter of gratitude from Norma. She's been one of the most active Hollywood stars in Britain's behalf since the first days of the war.

The man who invented the zipper probably never gave it a thought, but he has made a terrific hit with the Hollywood movie stars.

Starring in fast action pictures, some of the stars have many wardrobe changes to make for various scenes during a day of filming. For instance, Chester Morris recently had seventeen changes of wardrobe in one day for his role in Paramount's "I Live on Danger," which William Pine and William Thomas are producing.

All of Chester's wardrobe have zippers, even his shirts. The zippers are underneath the button flap, with buttons sewed on the flap to give the appearance of a regular shirt.

When her husband, J. Walter Ruben, died recently, Virginia Bruce resolved not to make any more pictures. It was the second time she was widowed. Friends are trying to talk her out of retiring. . . . Errol Flynn, it's said, will produce his own pictures. . . . American films are still being shown in German-conquered countries. Spécial prints of Warners anti-Nazi story, "Edge of Darkness," are being smuggled into Norway. . . . The newspaper and magazines had stories in print along the lines of married happiness about George Brent and Ann Sheridan when they separated. How inconsiderate. . . . Cameramen are important. Sam Goldwyn and Alexander Korda were debating about a price for the contract of Rudy Mate, Korda owning it, when Mate ended the argument by joining the army.

Bonita Grows Up



Bonita Granville getting the first serious kiss of her life from Richard Denning in Paramount's "The Glass Key."



Gob and Gal



Red Skelton and Ann Southern, who appear in MGM's star-studded musical, "Panama Hattie."



AN URGENT **MESSAGE TO** **EMPLOYERS**

CANADA NEEDS YOUR HELP

Purchases of the forthcoming issue of Victory Bonds by wage earners and salaried workers is *all-important* to the success of the Victory Loan. In some families today three or more are now steadily employed. Therefore a much larger participation in the Loan is necessary by all wage and salary earners.

Compulsory savings yield only 5% of the amount to be borrowed this year.

Over 800,000 employees invested in the last Victory Loan on the Payroll Savings Plan. The objective this time is to get at least *one and a half million employees* to invest in Victory Bonds—either with cash they have in the bank or on the Payroll Savings Plan out of future earnings.

Representatives of the National War Finance Committee will call on every employer to outline the Payroll Savings Plan. This outstandingly successful plan is presented in a practical Plan Book. It will help you give your people the encouragement and co-operation needed to win a clear-cut victory on your own "front".

When the Representative calls on you, please give him a good reception—and your enthusiastic co-operation. The job must be done. With your all-out help it *can* and *will* be done.

WORK - SAVE - LEND FOR VICTORY

National War Finance Committee